

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

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October 21, 1996

Fax (315) 425-0461
Mr. D. Cook
CONSOLIDATED INDUSTRIES

December Promotion (#601794): Doral B2G1F

Dear Don:

I have ordered **1065** SKUs of sleeves (item #515990) for you to pack this Promotion for McLane Northeast. The shipping company has been instructed to call ahead prior to delivery for an appointment. Attached are the individual breakdowns for assembly of this product by state. Please request product from McLane when you are ready to begin assembling displays.

Product is scheduled to arrive at McLane on **November 18th**.
Displays are scheduled to arrive at Consolidated on **November 20th**.
Displays will need to be back at McLane no later than **December 9th** in order for McLane to begin shipping displays to retail.

<u>DORAL</u>	<u>#/ (6M) Cases</u>	<u>#/ (12M) Cases</u>
<u>STYLE</u>	<u>B1G1F Product</u>	<u>Live Product</u>
FF 100	71	19
Lt Kg	71	19

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves; Buy-1-Get-1-Free pre-banded product should be placed into the sleeve and an additional 'Live' pack inserted with it.

**SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE
ATTACHED CUSTOMER LIST
SEE 'WHOLESALE PACKING INSTRUCTIONS' ENCLOSED**

I appreciate your assistance, and if you have any questions, please contact me.

Sincerely,

Judy

J. Campbell
Promotions Coordinator

/jc

Attach: Cigarette Displays By State

cc: SS / DK / RJR

R. Moore / McLane

51861 8626

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

McLANE NE

DECEMBER VAP: DORAL B2G1F / #601794

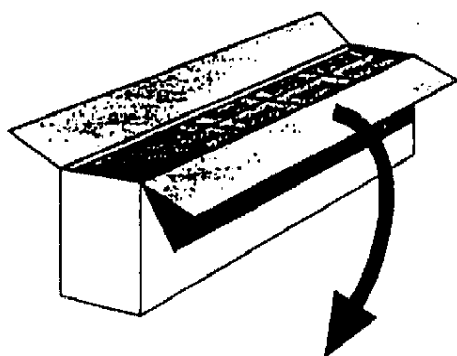
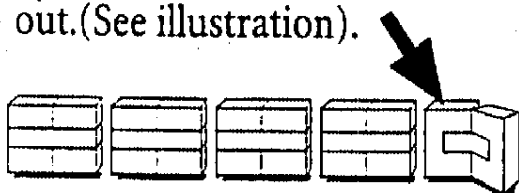
CHAIN NAME	NO. OF STORES	DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	VT	
A-PLUS/ ATLANTIC/ A-MART/ SUNOCO	270	1	270	1	2	22					11	77		154	3	
BP OIL	45	1	45											45		
CIRCLE K	50	1	50	5		34		2	9							
COASTAL MART	38	1	38								10			28		
CONVENIENCE EXPRESS	5	1	5									5				
COUNTRY FAIR	70	3	210									15	21	174		
DAIRY MART	105	1	105	22		32						17		29	5	
EXPRESS MARTS	39	1	39									39				
HENNY PENNY	18	1	18	18												
HESS MART / STATION	8	1	8								6	2				
J MART	8	1	8									8				
MOBIL	60	1	60			12				9	9	25		3	2	
RED BARREL	23	1	23									23				
7-ELEVEN	21	1	21	7							1	2		11		
7-ELEVEN / HANDEE	30	1	30				1						9	20		
SUGAR CREEK	101	1	101									101				
SUNOCO	6	1	6											6		
SUNRISE FOOD	22	1	22									22				
INDEPENDENTS (& SMALL CHAINS)	51	1	51	5		3	3			4	5	17		12		2
TOTALS	970		1110	58	2	103	4	2	22	42	353	30	482	10		2

WHOLESALE PACKING INSTRUCTIONS

VALUE-ADDED PROMOTIONS —4TH QTR. '96

December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains
Five Prebanded 2-Pack
B1G1F DORAL offers.
Four offers are banded side-
by-side. The fifth offer folds
out. (See illustration).



B1G1F
Pre-Banded Offer

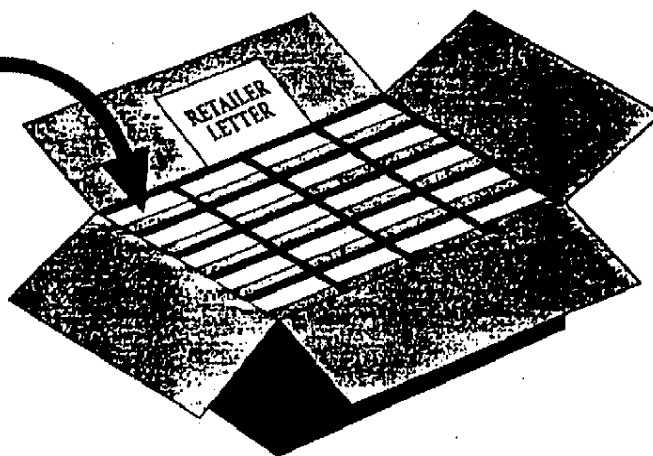
+



"Live" Pack

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



Item: #515990

Description: DORAL B2G1F Sleeve Kit

Brand Style	Lt Kg	FF 100				
Number of Cartons	2	2				

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MESSAGE CONFIRMATION

DATE: 10/21/96 TIME: 13:03

ID: BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
10/21	13:01	02'09"	13154250461	G3-S	003	OK

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

12/09/96

ACCOUNT NUMBER: 375878	MC LANE-NORTHEAST
VOUCHER NUMBER: 15335262	2828 MCLANE RD
DATE WRITTEN: 12/09/96	ATT: PAUL COX
STATUS: PAID	BALDWINVILLE , NY 13027
AMOUNT PAID: 2058.00	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	73.50	2058.00

EXPLANATION: DEC DORAJ B2G1F 601794 / SS

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